



The Big Five!

Yes, there are a lot of things that you and your fiancé will have to do in the next while to get ready for your special day. Just make sure that you prioritize your schedule with the major things that need accomplishing and leave the “small stuff” to those periods that need less attention or time. I have researched a fair number of books, websites and vendors that all seem to come to the following consensus on the top 5 areas that require the most consideration on the part of the intendeds. Let us start at the top:

Five:

The Bride’s attire and make-up have an extremely important place in this list. It is her day – one that she’s been dreaming about since her younger days in elementary school. The elaborate but serious efforts in picking out the gown, dealing with the fitting sessions, and the juggling the follow-up events is crucial to making sure that “the star of the show” is ready to go! Your hair, make-up and accoutrements all must express an air of beauty and confidence. The time for problems is during the “run up” to the big day and not after!

Four:

The Venue is another important deliberation that must be done because it is the place of celebration! Elegance, accessibility, spatial needs, functionality, and service are some of the important, quality markers that determine the scope of the venue’s offerings. It is just as important to check out several locations that apply to your budget, elaborate planning and size requirements. Large numbers of guests need room to “breathe” inside the banquet hall. The table spacing, washroom options, adequate parking and venue rules (hours of operation, power needs, food service, order of scheduling reception details, etc.) all should be considered for the final decision to book a location. The venue should be more than just four walls, food and dance floor.

Three:

The Food is always a critical part of the thank you that you express to the guests who have replied to your invitations to attend. Your budget again determines the practicality of how much and how elaborate you make your meal at the reception. Most caterers (hotel chefs) have pictures (digital or scrapbooks) of festive presentations of their culinary spreads. Sometimes, providing a choice of meals is a better way to provide your guests with a chance to ensure for individual tastes or health requirements. Although the food preparation, presentation and appeal are the foremost criteria for booking a location, some considerations need to be given also to variety, serving styles, timing, ethnicity, and wait staff numbers and attire to name a few.

Two:

You may think that this one is a biased view ... but if you really think about it ... you might see my point in putting this service so near the top of the hierarchy.

The Music/Entertainment is an acute necessity that many intendeds decide to leave to the last minute. It is not a wise idea to leave your entertainment needs to the end of your "To Do List" or to consider an entertainment provider by a whimsical search or a price conscious effort. Here's why.

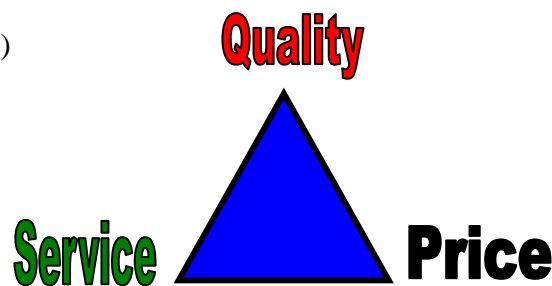
Most brides want to economize on the music aspect of their party because they have left the music till last moment and their budget is (no doubt) already over-extended. Either they consider the entertainment as an inconsequential thing or they now believe that they are forced to find the best DJ/Band/music source for the lowest price they can find. But in that circumstance lies a very bad trap!

Brides are trying to find a "GREAT DJ" for a "CHEAP PRICE!" The problem is that when you equate VALUE with Quality, Service and Price, there is always a weakness in the connection between the three vertices of the triangle because as you diminish the level on a scale of 1 to 10 (10 being excellent) for one or more of the markers, you immediately compromise the overall standard or efficacy of your need!

The VALUE TRIANGLE!

Service = 7
Price = 5 (low price)
Quality = 5
The low price usually compromises the status of the other two markers.

Service = 8
Price = 8 (high price)
Quality = 8
The low price usually compromises the status of the other two markers.



Quality comes with a cost ... just like service does. When you weaken "Service" then you can cheapen the price but likewise you cheapen the Quality of your expectations. Lower the price and one or both of the other markers begin to lessen not only by the Law of Economics but also by the Law of Business. Sometimes you can find a great bargain and "luck out" in your search, but the odds are still against most party hosts from finding a Cheap DJ who provides Excellent Service and Quality Performance and Business Skills to satisfy the Bride who is looking for a Perfect Answer to her Fairytale Day.

Your entertainment will always be the one thing that will be remembered by the attendees for a long, long time to come. They will associate the “good times” of your celebration with the ACTION of the party! Find an Entertainment Supplier who knows how to make parties become a vibrant, motivating experience and you will have a party that will be the crowning touch to a fabulous day!

In other places on this website, you will find some excellent articles that will help you plan your celebration. Take the time to read some of these documents ... just to familiarize yourself with a few more ideas or perspectives on ways to avoid the traps that many unenlightened brides have encountered by not researching the data to help them make good decisions on their reception party details.

ONE:

I place “THE PICTURE SERVICES first in the order because it, too, has the power to cause phenomenal memories for many people but most importantly for YOU TWO!

I am speaking about the Photo and Video memories that you produce by finding a quality service provider to bring back to life the details of that special day over the many years of your marriage in future years! The picture story of your Wedding Day, the Reception Party and right through the Honeymoon period are the key events that are not only involved in thought processes but impart pure visual cues as to the validity of the wonderful experiences and feelings that were shared by so many people on THAT DAY. The nice thing about this form of remembrance is the quality of the opportunities to be able to say, “... and this is where we cut the cake” or “... tossed the garter,” or “... did the cha cha slide!” When you select your Picture Person, you are setting up the opportunity to relive “the live” moments AGAIN in REAL time, and to that circumstance I place this category of service requirement ahead of the Music component. You just can’t beat “the real thing” and that’s as close as you will ever get to those memories!

Just remember this: Start early, set up a plan, itemize, then prioritize and finally work on your TO DO LIST in steady, bite sized targets. Both of you should take an active role in sharing the jobs and the fun of establishing the play by play events that will lead to the most exhilarating, eventful day of your lives.

A toast to both of you ... *“To your new partnership as husband and wife, the lifetime of anniversaries you will share and the love that will grace your journey through time ... god bless you both!”*

Doug Scott,
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